

A collage of people of various ages smiling and interacting, with the text "My Health. My Medicare." overlaid. The background is a soft-focus image of several people, including a man in a blue shirt, a woman in a red shirt, a young boy, and an older couple, all appearing happy and engaged. The text is centered and written in a serif font, with "My Health." in blue and "My Medicare." in red.

My Health.
My Medicare.

My Health. My Medicare.

Medicare offers personalized information –on-line, in person in the community and on the phone—that will help people better understand their health care options, make smarter Medicare health and drug plan choices, and ensure they get the most out of their Medicare.

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State Health Insurance Assistance Program: A Valued Partner

- 6 million beneficiaries assisted during initial enrollment period
- 1,300 local programs and 10,000 trained counselors deployed in communities across the nation
- Collaborate with and assist grassroots partners and local coalitions
- Provide personalized help for people to get the most out of their available health benefits and social services

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Campaign Strategy

- Help beneficiaries understand and evaluate their Medicare health and prescription drug coverage.
- Set the stage for a shortened open enrollment period by educating and motivating Medicare beneficiaries and those who counsel them to take advantage of the full Medicare program.

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Campaign Objectives

- Define open enrollment & successfully serve those who are enrolling or making a change.
- Leverage true collaborative partnerships to directly engage with beneficiaries, maximizing personalized assistance.
- Highlight and encourage utilization of Medicare resources.
 - Partners/community resources
 - My Health. My Medicare. Enrollment Check-up
 - Package of online tools: Medicare Options Compare, Medicare Prescription Drug Plan Finder, mymedicare.gov, comparison tools, medicare.gov
 - Medicare & You Handbook
 - 1-800-MEDICARE
- Increase awareness and utilization of preventive benefits, especially flu and pneumococcal shots.

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Important Dates

- October 1: Plans begin marketing
- Mid-October: 2007 Plan Data and enhanced Plan Finder available
- October 31: Annual Notice of Change (ANOC) and Medicare & You Handbook must be in the mail to beneficiaries
- November 15th: Open Enrollment Begins
- December 8th: Optimum Date for Early Enrollment to Ensure Timely Processing
- December 31st: Open Enrollment Ends

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Campaign Themes

- Medicare offers personalized information —on-line, in person in the community and on the phone—that will help people better understand their health care options, make smarter Medicare health and drug plan choices, and ensure they get the most out of their Medicare.
- People with Medicare should conduct a My Health. My Medicare. Enrollment Check-up annually beginning in mid-October to examine their Medicare health and prescription drug coverage to ensure it meets their needs, and make sure they are taking advantage of available preventive benefits.

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Campaign Themes (cont.)

- Medicare's open enrollment, which begins Nov 15th and ends December 31st, is the one chance this year people with Medicare have to make a change in their health and prescription drug plans.
- People with Medicare can significantly reduce their chances of having to stand in long lines and encountering potential problems on January 1st if they enroll or make changes to the Medicare health or prescription drug plan by December 8th.
- Medicare partners with many people in the community to provide assistance in helping consumers make confident and informed health care decisions.

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AARP

- Through 53 state offices, held over 1,400 events from January through May in 2006
- Ran monthly feature story in *AARP Bulletin* and *AARP Magazine*
- Funded a call-in helpline television show to answer questions and direct callers to sources for more information
- Trained volunteers to help beneficiaries complete the LIS application
- Promoted Senior Legal Hotlines that help callers with LIS applications
- Developed Public Service Announcements for radio and interviews on radio stations that drove traffic to SHIPs
- Worked closely with CMS at National and Regional levels to produce effective state and local efforts

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Medicare Today

- Launched by The Healthcare Leadership Council in November, 2004, and administers the partnership of over 400 national and local organizations.
- Trained 175,000 people at 500 local events to assist and enroll beneficiaries in the prescription drug benefit
- Educated 5.8 million beneficiaries through more than 3,500 events
- Broadcast public service announcements in English and Spanish; conducted media outreach resulting in more than 600 million impressions
- Continues to support the open enrollment period and the coming fall campaign through speakers, maintaining toll-free line, media appearances, and conducting events

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Campaign Target Populations

- People with Medicare including:
 - General Medicare population (65+, disabled)
 - Duals who will be reassigned
 - Former duals who need to apply for LIS
 - Beneficiaries facing a significant premium increase (10% or more)
 - Those likely to switch plans (based on premium increases, formulary changes, etc.)
- Ethnic populations: African American, Hispanic, AAPI, Native American
- Friends, family members and others who counsel people with Medicare

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Campaign Phases

- **September 13 – October 15: Know It.**
 - Encourage people to know the coverage they have. Understand what current coverage includes and compare it to their current life situation and any anticipated changes in need.
- **October 15 – November 15: Evaluate It.**
 - Encourage people to “Compare and Prepare. Take the My Health. My Medicare. Enrollment Check-up by using Medicare’s resources and tools to compare your current health and prescription drug coverage to other options that may better meet your needs by providing a lower premium, lower out-of-pocket costs or a more suitable formulary list.

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Campaign Phases (cont.)

- **November 15 – December 8: Choose It.**
 - It's your "Chance for Change". If you feel there are health or prescription drug coverage options that better meet your needs, this is your one chance each year to make a change and get the most out of your Medicare. You can significantly reduce your chances of standing in long lines and encountering potential problems on January 1st you take action by December 8th.
- **December 9 – December 31: Do It.**
 - Don't wait any longer. If you have not made a change to your coverage or enrolled by now, be prepared that you may deal with longer lines and potential problems on January 1st so don't wait any longer to make a decision.

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Tactical Execution

CMS, in coordination with partners, will use the following types of tactics to execute against this plan at the national, regional and local level:

- Informational material development and distribution
- Training
- Participation in national and regional events
- Earned media
- Mobile office tour
- Paid media

Support Materials

The following types of materials will be made available to support work of all CMS partners:

- My Health. My Medicare. Enrollment Check-up one-pager for use in talking to beneficiaries
- Poster/flyer to promote My Health. My Medicare. Enrollment Check-up or open enrollment events
- Enhanced plan finder web tool
- Medicare & You 2007 Handbook
- Additional training

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